

I'm a tech lover with an acute interest in graphic design, marketing, and the way advertising data can inform design practices. My creativity is driven by the need to solve the puzzle that is the minds of consumers. This takes the ability to thrive in chaotic fast-paced environments, seamlessly cross collaborate with other teams, and turn data into strategy. I combine my passions for tech, graphic design, marketing strategy, and data to drive outcomes: designs that evoke a reaction and yield results.

## Education

B.A. GRAPHIC DESIGN  
& DIGITAL IMAGING

High Point University  
High Point, NC

AIGA — Since 2014

## Skills

### DESIGN

Social Media Post Template Design  
Brand Identity Development  
Paid Advertisement Design  
Pamphlet/Brochure Design  
Brand Marketing Websites  
Environmental Design  
Promotional Materials  
Web Landing Pages  
Blog Development  
Product Packaging  
Direct Mail Design  
Wayfinding Suites  
Business Cards  
Wall Graphics  
Logo Design  
Color Theory  
Brand Voice  
Typography  
Signage  
Layout

### STRATEGY

Brand Positioning and Strategy  
Social Media Strategy and Dev.  
Click Rate Optimization (CRO)  
User Experience (UX/UI)  
Brand Development  
Creative Strategy  
Advertising

### TECHNICAL

Google Business Suite  
Adobe Creative Suite  
Squarespace/Shopify  
Microsoft Office  
Wordpress VIP  
Squarespace  
Instagram  
HTML/CSS  
Facebook  
LinkedIn  
Twitter

## Experience

PRINCIPAL GRAPHIC DESIGNER

**2U, Inc.** // Washington D.C. Metro Area 10/2016 - present

- Drive on brand creative strategy, design, and identity stewardship for online degree programs of over 60 world class higher education clients.
- Collaborate with internal marketing stakeholders including SEO, CRO, marketing website production, UX/UI, client management, and advertising operations
- Develop and conceptualize data-driven testing strategies, creative campaign direction, and design solutions to drive new prospect awareness, lead nurturing, and conversion
- Own the following deliverables and responsibilities: digital ad campaigns, concepting and creative presentation, storyboarding, shot list development, photo/video shoot art direction, digital ad design, website design and art direction, email campaign design, development of brand style and identity, and photo research and execution
- Mentor, develop, and review work of junior and mid-level creative team members to assist in developing their design skills, communication practices, and strategic approach—as well as providing constructive design critique
- Advise the marketing leadership team on higher level team development initiatives including a team re-org, a restructure of the creative team workflow, processes, and strategies to better integrate with the larger Marketing department
- Received three promotions over the course of five years due to contributions to the Creative Team, success with handling increased responsibilities, mentorship, proven value added to marketing department, and design expertise and growth

GRAPHIC DESIGNER

**Fusion Design Consultants Inc.** // Boston, MA 09/2015 - 10/2016

- Client Marketing: Developed logo design, brand identity, signage design, wayfinding suites, wall graphics, blog development, business card design, client landing page design, client website design, pamphlet/brochure and catalog design, and menu design
- Outbound Marketing: Drove client RFP proposal presentation design, print marketing collateral, brochure design, client acquisition advertising assets, social media development and strategy, demand generation analyzation, marketing photography, website design, and Fusion and Blinker Branding brand development
- Client Relations: Created and maintained relationships with new and existing clients, drove client acquisition and networking, and developed and vetted the product vendor list

JR GRAPHIC DESIGNER

**Maximum Media** // Saugus, MA 12/2014 - 09/2015

- Created marketing and advertising design for new and existing clients, including but not limited to: direct mail campaigns, website design, brochure design, and brand development assets
- Built and retained client relationships, and participated in client presentations and product development
- Brainstormed, concepted, produced, and edited client advertising TV and radio spots

GRAPHIC DESIGN ASSOCIATE

**GAP Promo** // Gloucester, MA 05/2014 - 09/2014

- Drove brand awareness through the product development and product design of client advertising campaigns, product installations, display enhancers, display racks, signage, and point of sale ads
- Brainstormed, concepted, and collaborated on client presentations, and product development and design of marketing assets
- Developed mock-ups and renders for use in client presentations and on-location proposals